



Forever Free Presents:

# Influential Spinning

## **The Ultimate Persuasion Strategy**



By Kenrick E. Cleveland

## **Table of Contents:**

Introduction:

What are Meta States?

Consciousness reflecting back onto itself.

The art of thinking

Once we know something we "reflect" on it, thus going meta

Creates things like - thinking about our thoughts on. . .

Rationalizing our decisions

Loving our beliefs

Fanaticizing about our goals

Running our own brain (that's a Meta Level)

Dissociation is necessary to go Meta

Dangers of Meta States

Difference between Meta States and Primary States

Their Power to Control

"They Set the Frame"

They Provide a context to understand meaning

The Way MS's are Created

Environment

Purposeful, by us

Examples of MS's

Learning to understand Meta States by trying them on

Examples of Meta States to Try On

What Meta States Have You Established Related to:

Persuading Others

Selling

Cold Calling

Closing

Negotiating

Some of the above Meta States are Beliefs. List them simply.

What is the difference between a belief and a thought.

List a series of beliefs and thoughts

What is the difference in the way you perceive a belief and a thought

Pick a belief - ask, "Why do you believe that"?

You'll get a list of cause and effect and complex equivalence statements

What makes a belief Solid and powerful

Repetition

Looping around a thought - good and bad  
Consistency over time. Imagine having the belief over time (time line)  
Desirability - want the belief (submodalities)  
An authoritative voice in your head saying it.  
Cause and effect and complex equivalence statements

### Change Your Beliefs as Regards Persuasion

Pick a negative belief  
Pull it apart and examine the Meta States  
Decide on a Positive Belief to Replace it With  
Add Empowering Meta States  
Take the New Desired Belief and Do the Following:  
Create a compelling cause and effect or complex equivalent statement  
Loop that statement over and over in your mind with authoritative voice  
Picture the belief and add lots of desire  
Run the new belief out on your time line a few years for consistency  
Add the difference that makes a belief different from a thought to it

### The Meta Yes - Meta No Pattern.

### Conversational Meta States. The Beginning of Influential Spinning!

Is it true that He/She who sets the frame first wins?

Why Not!  
So what is true then?

### The "Language" of Influential Spinning

Bring to bear on . . .  
Blend into or with  
Leverage into . . .  
Combine with, on a higher level  
The sense of "X" opens onto (their frame), and necessitates . . .  
Join  
Neutralize that with . . .  
Your value of "X" beats that up (a frame you don't like) cause it to be replaced with "X".  
Let's split that thought off for now and replace it with . . . "X"  
Enhance that thought with . . .  
Let's build into that the thought of  
Wrap all that in the feeling of . . . "X"

How can we GUARANTEE the person we are influencing will "Buy Into" our frame?

Using Criteria and Values as the Over All Frame

Meta States to add to their Values to Make them even more willing.

Suggestibility

Desire

Open Mindedness

Fairness

Sexuality/intimacy

Hypnosis/Trance/A Spell (You put a spell on me. . .)

Any positive value they will buy into will help and you are assured they will be more open to "buying in" if you leverage it into their values.